



City of San Marcos

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NEWS

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For Immediate Release

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Pat Murdock, San Marcos Complete Count Committee

Margie Villalpando Coordinates San Marcos 2010 Census Outreach Efforts

San Marcos native Margie Villalpando has been hired by the City of San Marcos to coordinate local 2010 Census outreach efforts.

Villalpando's office is located at 211 Lee Street in the Centro Cultural Hispano de San



CENSUS OUTREACH: Daniel Guerrero, Chair of the San Marcos Complete Count Committee, Margie Villalpando, Census Outreach Coordinator, and Mayor Susan Narvaiz open the outreach office at Centro Cultural Hispano de San Marcos, formerly Bonham School, 211 Lee Street. (Photo by Don Anders)

Marcos, formerly Bonham School. A part-time temporary worker, her office hours will be from 9 a.m. to 5 p.m. on Mondays and Fridays.

Because of her outreach efforts, she expects to be out of the office a good part of the time, but callers are encouraged to leave messages, which she assures will be returned promptly. The office telephone number is 512-618-0413.

A graduate of Texas State University-San Marcos, Villalpando

was a perfect match for the community initiatives coordinator's position. A member of the San Marcos Consolidated Independent School District's Board of Trustees, she is both bilingual and well known in the San Marcos community.

"I am honored with this appointment and the responsibility of this position," Villalpando said. "I hope to make a positive impact on the traditionally undercounted population and areas of concern identified by the City of San Marcos and the Census Complete Count Committee."

Her outreach efforts will emphasize making contact with a number of traditionally undercounted populations, including minorities, individuals who speak little or no English, college students, elderly shut-ins and low-income persons. She will serve as the first point of contact for Census Bureau employees and will coordinate the efforts of the Complete Count Committee.

With the anticipated mid-March mail drop of the brief 2010 Census questionnaires, local efforts to get as complete a count as possible for San Marcos are building momentum. A 17-member Complete Count Committee, appointed by the City Council in July, has met monthly to plan outreach activities to educate the community about the 2010 Census. A group of Community Partners is assisting in the process.

Chaired by former City Councilman Daniel Guerrero, the committee is organized into subcommittees that are reaching out to local organizations and special interest groups in San Marcos.

Their goal is to educate residents about the simplified 2010 Census survey – 10 easy questions, one of the shortest census questionnaires ever – and about what the 2010 Census means to the City of San Marcos and its residents.

The 2010 Census will impact the San Marcos community for education, health care, appropriations, capital improvements, mass transit and representation at the state and federal levels, as well as the efforts of many local civic and social service organizations.

As mandated by the U.S. Constitution, every person living in the United States must be counted – both citizens and non-citizens – every 10 years. Data from this national count help determine key funding and government representation decisions.

According to the U.S. Census Bureau, the federal government distributes more than \$400 billion to state, local and tribal governments each year, based on Census data. This funding is used for new roads, schools, hospitals and to enhance important community programs. Community planners and governments rely on Census data to determine where there is a need for additional social services and funding.

Personal information collected by the U.S. Census Bureau cannot be shared with anyone, including other federal agencies and law enforcement entities. Law prohibits the release of specific information for 72 years.